

THE EXPERTS' GUIDE

SPAIN

WITH
MADE*for*SPAIN®

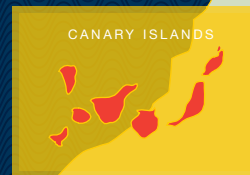
Travesías

Inspiración para viajeros



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THE EXPERTS' GUIDE

SPAIN

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Travesías
Inspiración para viajar

Twelve years ago, on either side of the Atlantic, two firms were founded to cover travel-related needs. In Europe, Virginia Irurita founded **Made for Spain** with the intention of offering visitors an authentic alternative for discovering her home country: Spain. On this side of the ocean, Javier Arredondo founded *Travesías* magazine as an alternative for those who, more than traveling, sought the treasures found in discovering a destination. Both projects grew in a parallel manner, and the friendship between both companies grew in the same way, naturally.

A few months ago, when talking about the possibilities to continue expanding, the idea emerged to create a series of guides in which experts such as Virginia and her team were the protagonists and in which their accumulated knowledge would dictate the themes. *Travesías* was the natural partner for the project, as over the last 12 years one thing that we have learned is to travel and consult those who know how to do so better than anybody.

In this first issue of the *Experts' Guide* collection, **Made for Spain** presents us with Spain through their eyes: they open the door as nobody else can, and share the best finds and even some secrets. For travelers, Spain is no mystery, but we are sure that no matter how many times you have walked the streets of Madrid or Barcelona, **Made for Spain** will show you a new and unknown angle.

It's not about how much we know a destination, but how we know it. When we had the pleasure of traveling in Spain in the company of **Made for Spain** we understood that. And which is why we now believe that this guide and this collection will also help others understand that having a friend show you their country is the most valuable thing you can take with you on a trip.

Have a great trip and be inspired by the experts!

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ABOUT US

Made for Spain is a Spanish tour operator and travel agency specializing in made-to-measure trips. We are the ideal firm for those seeking a group of experts to help them organize the trip of a lifetime in Spain. We have more than a decade designing and organizing vacations for the world's most sophisticated and discerning travelers.

OUR SERVICES

- Vacation trips, day trips for cruise ship passengers, pre- and post-cruise stays, honeymoons, family celebrations, multigenerational trips, and for special interest groups and incentive trips.
- Accommodation, private transportation with driver, vehicle rental, train and domestic flight tickets, and restaurant reservations.
- Guided visits, guided walks, shopping tours with designers on architecture, contemporary art or focusing on tapas; bicycle guides or accompanied by an art historian...
- Flamenco, photography, painting, pottery, bullfighting, and Spanish conversation classes.
- Visits to markets, tasting of typical Spanish products (olives, olive oil, cheese, ham, chorizo, bread), cookery classes.
- Shows: concerts, musicals, flamenco, bullfights, and soccer.



VIRGINIA IRURITA

I was born in northern Spain in 1962. After working for more than a decade in Citibank in London and Madrid I realized that I couldn't continue to have such a boring life, working in a bank. I like art, history and archaeology. I love photography, reading biographies and traveling to different countries to discover other cultures and different ways of

life. I love the world of wine and for some years I have owned a vineyard on the banks of the Duero River. I love taking an aperitif in a tapas bar full of people, eating out, spending time with friends, visiting them in their houses, as well as being out in the fresh air and among nature. I identify completely with the Spanish lifestyle, as well as its history, culture and art, and that is why I left the bank and decided to become a host for those travelers that come to Spain. In 1999 I founded **Made for Spain**. All my family love traveling, and I am therefore always on the road discovering Spain and the world.



ALONSO ÁLVAREZ DE TOLEDO

Once, when I was about 15 years old and while I was on a ski lift almost 7,500 feet up in the French Alps, I thought: "One day I'd like to have my own newspaper and a travel agency." Later I dismissed them as thoughts provoked by a lack of oxygen. Well, a few years later I became the editor of my college newspaper, and much later

I became the co-owner of **Made for Spain**, probably one of the best places in the world to develop my professional career as a travel agent. After having lived in seven countries I must admit that Spain is really unique. I am therefore very happy to share our beautiful, interesting, passionate, fun and surprising country with other people. In my personal life I love to run, hang out with friends, read and, of course, travel. But above all, I like spending time with my wife Leticia and my two adorable children: Tomás and Isabella.

MADEforSPAIN®

WHAT THE MEDIA SAY

Made for Spain is, by far, the best-connected travel agency in the city.

Wallpaper Navigator, UK

In Spain, as in the rest of the world, it's good to have friends everywhere, and more so in the best places. This is what Made for Spain, a Madrid travel agency, offers.

Food & Wine, USA

Virginia is so enthusiastic about her home country that planning a trip in Spain is, for her, a real act of love.

Condé Nast Traveler, USA

For some travelers the money spent on a trip is not the most important thing. What really matters to them is getting what they want, when they want it. As Rozanne Silverwood of Reston, Virginia says about her recent family trip with Made for Spain: "It was a dream trip from any point of view. Our guides were extraordinary, and the drivers did whatever they could to make us enjoy the experience instead of it becoming a headache. They even made sure that our three adolescent children got involved in the local culture, which says a lot about them."

National Geographic Traveler, USA

Madrid-born Virginia Irurita founded Made for Spain, a former event planner who, via her contacts in Spanish high society, organizes excursions with class. Among the most outstanding aspects are: Visits to Madrid shops with designer Lorenzo Caprile and walks to the city's hidden antique shops with Mercedes Urquijo, a Spanish aristocrat and owner of her own furniture store.

Travel & Leisure, USA

Spanish passport: "Any travel agency can arrange tours," says Alonso Álvarez de Toledo, co-founder of the Madrid specialized travel agency Made for Spain. "We, in addition, connect our clients with the people we know." And Álvarez de Toledo and his partner, Virginia Irurita, tell me they know everybody...

Departures, USA

Virginia Irurita has been named Top Travel Specialist for Spain 2004-2013 by *Condé Nast Traveler USA* and is a *Travel + Leisure USA* A-List Agent for Spain 2009-2013.



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OF THE WORLD

WHAT THE TRAVEL AGENTS SAY

Virginia and the team at Made for Spain personify the creativity and high standards that the Virtuoso brand promises. Our collaboration has meant that both organizations improve as we orchestrate dreams for the world's most discerning travelers. But it is their personal style and humanity that makes them an extension of our global community of entrepreneurs and travel advisors, the best global suppliers and our clients.

Matthew D. Upchurch, CEO, Virtuoso

~~~~~  
Why work with Made for Spain?

I've been in this industry for 30 years. I've worked with all kind of suppliers: individual, group, luxury, and economical. If among all of those I think of excellence, Made for Spain comes to mind, and this is why: They know what they do, they know what they sell and they know their guides. Furthermore, they have extraordinary links with hotels, so that each time a guest arrives reserved by them they will have that extra something that can only be procured with good contacts.

**Silvia Troyce, Viajes Intermex, México**

~~~~~  
Made for Spain has been, for many years, a very important partner for Teresa Perez Tours in Spain. They provide us with trustworthy advice and carefully designed itineraries according to our needs and philosophy. Every detail is taken into account in order to give a better service, no matter how demanding the client. They always return very satisfied from Spain, full of memorable experiences.

Teresa Perez, Teresa Perez Tours, Brazil

~~~~~  
I can't tell you how much my clients have praised their services and the level of expertise of their guides... Made for Spain has made Restorative Travel look like a star.

Concetta Longabardi, Restorative Travel, Brooklyn, Nueva York

~~~~~  
My clients came back especially impressed with their guides. They told me that they made them feel like part of the family or like close friends who were showing them their home. They never felt like clients.

Jennifer Campbell, Explorations, Atlanta

~~~~~  
Nothing is true or lies, it all depends on the glass through which you look at it. This saying fits well with travel and particularly with Spain. The difference is visiting it accompanied by someone who tells you what is important, what is accessory and which are the hidden corners of history and flavor. Only after myself and my travelers visited the Spain of Virginia and Alonso, with their people, who are dedicated 24 hours, I began to see it through a different glass called Made for Spain. With Made for Spain you can be sure that you discovered the other Spain.

**Rosario Florez, Peru**

**"Most Admired Travel Consultant in Latin America, the Caribbean and Bermuda"  
Virtuoso Prize 2013**



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# WHAT DO TRAVELERS SAY?

I would like to take a minute to thank all of the team at Made for Spain for the work they did to make our trip to Spain an incredible experience. From beginning to end they took every detail into account and made it extra special for us, from the hotels to the guides and tours. It was all marvelous. Some of our guides went much further and I would like to especially thank them for all they did for us: Carlos, in Barcelona; Brook, in Granada, and Mencia, in Madrid, and our chauffeur in Madrid, Gregorio. We will definitely use their firm in the future and recommend them to our friends and family.

**Sylvia Blanco**

I'd like to thank you for organizing everything so well. These were the best vacations of our life! Mencia, in particular, was our family's preferred guide, but it was very difficult to choose the best. They were all so good! We hope to visit Spain again next year.

**Kok Leong**

We have just returned to Boston and I want to thank Made for Spain for an excellent vacation. I wanted my family to have a great introduction to Spain and we achieved that. It is really a beautiful country with so much history, and some wonderful wines!

**Kevin Elwood**

We spent a week in Spain last year, organized by Made for Spain. The whole trip exceeded our expectations. Firstly, all the accommodation was excellent and it always seemed like they had given us the best room. Almost every day we had a gui-

de who helped us to experience the cities that we visited. Finally, Virginia helped us when we decided on a change of plan. I couldn't recommend Made for Spain more highly.

**Ryan Casey**

We simply have not experience, anywhere, the level of service that Virginia offers: all the guides, chauffeurs and, even more importantly, the expert guides that showed Spain from different perspectives. Our shopping guide in Barcelona explained to us that not only is it about buying, but about inspiration, and he took us to visit a painter in his studio, an example of the mastery of the organization's knowledge. The guides even arranged it so that my 6-year-old grandson was interested.

**Sallie Bingham**

We had an absolutely marvelous trip to Spain. Thanks to all for your help and advice, we will highly recommend your professional services.

**Lisa Gorab**

We seriously enjoyed our first trip to Spain. Having guides for most of the trip made a complete difference. We were all able to learn a lot about history and we enjoyed spending time with our friendly neighbors. The trip to the vineyards was fantastic! It was a long journey but it was worth it for the company. The restaurants that we were recommended were perfect for families and the food was excellent. The only time we were disappointed was when we didn't take heed of one of their recommendations.

**Jessica Merrick**



## *Casino de Madrid* *A temple of cuisine in the heart of the capital*

Within a privileged location on Calle Alcalá and in a building officially declared of National Cultural Interest, the Casino de Madrid was originally the city's high society meeting point. This iconic institution has also become one of the most exclusive venues to host events, thanks to its haute cuisine served up by chef Paco Roncero.

La Terraza del Casino restaurant, located on the top floor, is a temple of avant-garde Spanish cuisine with two Michelin stars, and hidden inside its facilities there is a unique culinary research workshop, Paco Roncero Taller, which offers to a small group of diners multi-sensory gastronomical experiences never before conceived. The Casino de Madrid also offers the versatile catering service, Paco Roncero Catering, capable of delivering its services across the globe, and of adapting to the requirements of every celebration.

Calle Alcalá 15, Madrid  
[www.casinodemadrid.es](http://www.casinodemadrid.es)  
[www.pacoroncerocatering.com](http://www.pacoroncerocatering.com)



## SPAIN TODAY

Spain is one of the most diverse and visually spectacular countries in Europe and surprises its visitors with beautiful landscapes, enchanting towns and impressive historical sites. Although it is relatively small, it is rich in contrasts and world famous for its customs, such as flamenco, bullfighting and *fiestas*, as well as its beaches and green mountains.

With a natural taste for design and style, Spanish architecture gives form to a country with a unique mix of historical and modern buildings. Whether you discover the avant-garde works of Gaudí, Rafael Moneo or Santiago Calatrava, or you travel into the past with Velázquez, Goya and Picasso in one of the marvelous museums, there is something for all art tastes in Spain.

Let yourself be conquered by the Spanish lifestyle, which includes the fun nightlife and flamenco. Walk through the narrow streets of a small town and hear the handclaps and stomping feet accompanied by a passionate guitar. Spaniards believe that the best thing is spending time with friends and family around a table with a bottle of wine, and you can do the same in a bar or restaurant offering typical dishes. Spanish cuisine is among the best in Europe, and you must enjoy it whenever possible.

Whether its architecture in Barcelona, music in Andalusia, food in the Basque country or art in Madrid, the country is full of creativity at every turn and with a zest for life that you'll only find here. There's nowhere like Spain!

## Barcelona Inspires



Discover a cosmopolitan, Mediterranean city with more than 2000 years of history and with a whole host of unique and exclusive experiences.

Let yourself be amazed by Gaudí's architecture and visit the jewels of the modernism, such as the Sagrada Família, in the company of an expert guide or a professional architect.

Enjoy the city's nine UNESCO World Heritage Sites, take a stroll through the streets and squares of the Gothic Quarter, visit museums like the Picasso and the Fundació Miró and let yourself be captivated by Barcelona's culinary offering which includes gastronomic tours of local markets, signature tapas and traditional dishes given a new twist by the city's young chefs.

There are countless ways to discover the city, and **Made for Spain**, member of the **Barcelona Premium**, will help you make your stay an unforgettable experience.



For further information: [www.barcelonapremium.com](http://www.barcelonapremium.com) • @premiumbcn

# SPAIN'S MUST-SEES

Del Prado Museum, Madrid  
 La Alhambra, Granada  
 The Mosque-Cathedral, Córdoba  
 Gaudí and Modernism, Barcelona  
 Cave paintings in northern Spain  
 Excavations in Atapuerca and the Museum of Human Evolution in Burgos  
 Guggenheim Museum, Bilbao  
 Santiago de Compostela Cathedral and the Santiago Route  
 Bahía de La Concha, San Sebastián  
 Toledo  
 Santa María Cathedral, Palma de Mallorca  
 Hanging Houses of Cuenca

## TOP 10 Virginia's Favorites

1. San Juan de la Peña and its legend of the Holy Grail, Jaca, Huesca.
2. San Juan de Gaztelugatxe, Bermeo, Vizcaya.
3. Roman wall at Lugo, Galicia.
4. Tajo de Ronda, Andalucía.
5. Gorges of the Duratón River and the San Frutos Hermitage.
6. Consuegra: Windmills and castle.
7. Higuera Tower on Matalascañas beach, Huelva. The last vestige of one of the beacon towers that line the Huelva coast.
8. Royal Chapel at Granada: Cemetery of the Catholic Kings, Queen Isabel la Católica's art collection.
9. Roman mines at Las Médulas.
10. The Banks of the Duero River with its castles, vineyards and sheep.

## TOP 10 Alonso's Favorites

1. Torimbia beach, Asturias.
2. Basilica of Santa María del Mar, Barcelona.
3. De la Mola lighthouse, Formentera.
4. Zona de Las Negras, Cabo de Gata Park, Níjar, Almería.
5. Casas Consistoriales, Altas de Baeza, Jaén.
6. Sabatini Gardens in the Royal Palace, Madrid.
7. San Nicolás en Puertomarín church on the Santiago Route.
8. Guetaria.
9. Cheese Fair in Cuerres, Ribadesella, Asturias.
10. The terrace of the Circle of Fine Arts, Madrid.

# Abadía Retuerta LeDomaine

*Gastronomy, history and relax in a unique XIIIth century monastery*



The estate Abadía Retuerta LeDomaine is set like a jewel among the string of exclusive wine estates found along the Duero river. If the heart of the estate is the winery, its soul is the ancient 12th-century abbey, a beloved and carefully restored Spanish cultural heritage site.

The hotel, that has now emerged from within the cloistered Romanesque-Baroque monastery walls, is a refined 5-star setting where guests will enjoy a private and privileged atmosphere, the lap of luxury and the heart of the history. Abadía Retuerta LeDomaine is the only hotel in Spain that offers a full butler service to

assure the most high and personalized level of service to the customers.

You could enjoy a singular culinary offer created by Andoni Luis Aduriz, 2 Michelin Stars. Le Domaine's new gastronomy is contemporary and creative, based on the quality of the local products.

After its first year, Abadía Retuerta LeDomaine has been chosen as the only Spanish establishment for inclusion in the 2013 edition of the prestigious Relais & Châteaux hotel and restaurant guide. This distinguished association includes luxury hotels and gastronomic restaurants, considered as the world's most exclusive.

[www.ledomaine.es](http://www.ledomaine.es)

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ABADÍA RETUERTA  
**L'Domaine**



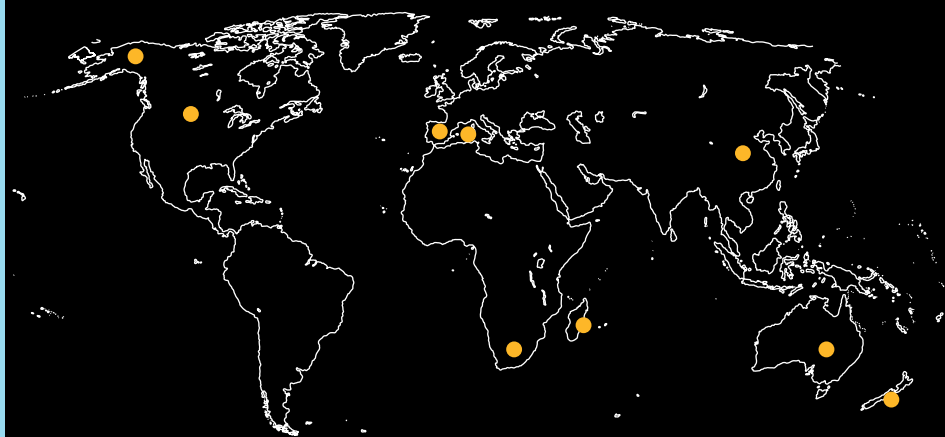


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NH Palacio de la Merced



Hesperia Madrid



NH Palacio de Tapa



NH Paseo del Prado

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Some of the most exceptional properties of NH Hotels guard memories of the historical events that took place within their walls. Others are outstanding for their views of magical landscapes or for their architectural splendor. In these buildings, now converted into hotels, NH invites its guests to enjoy unparalleled experiences.

NH Palacio de Tapa, in Las Letras neighborhood of Madrid, is one of the capital's most charismatic hotels, and where another historic hotel, the Hesperia Madrid serves up haute cuisine in Santceloni restaurant, awarded with two Michelin stars.

In the city's Art Triangle stands NH Paseo del Prado, which combines 19th century atmosphere with modern details and outstanding carpets from the Spanish Royal Tapestry Factory. And in the land of El Cid, the gargoyles from Burgos Cathedral point to NH Palacio de la Merced, housed in a former monastery dating from the 16th century.

**NH Hotels invite you to enjoy a unique experience in Spain.**

[www.nh-hoteles.es](http://www.nh-hoteles.es)





EL CASINO DE MADRID

## SPANISH CUISINE

There is no better way to discover a country than by tasting its food. These suggestions are an opportunity to enter Spain's best kitchens via their protagonists: The chefs behind the stove. The only thing you'll need to bring is enough appetite.

### **IN THE KITCHEN WITH RONCERO**

#### **A multi-sensory experience in PRtaller**

A unique conceptual space, where cutting-edge technology and the most advanced design merge to elevate gastronomy to a multisensory universe.

The Paco Roncero Workshop is the result of a dream. A dream by international chef Paco Roncero, who uses gastronomy to provoke new sensations and communicate via the universal language of emotions. Designed and built based on criteria of full sustainability, design for all and emotional engineering, the ambiance of immersion of the workshop amplifies the sensory capacity of diners to unimagined limits.

### **STARS IN LA RIOJA**

#### **Culinary Experience with a Michelin-starred chef in La Rioja**

The Echapresto brothers offer in Venta Moncalvillo a traditional La Rioja-region kitchen of high quality – their restaurant has been awarded a Michelin star. Based on the selection of excellent fresh and seasonal produce and on a painstaking and personal preparation that uses innovative touches, the restaurant is a great success and well worth visiting.

During this half-day experience the Echapresto brothers accompany visitors mushroom picking in the forest or for a cheese tasting session, or perhaps share their techniques for baking sweet potatoes grown in their orchard with a delicious selection of vegetables: sweet peppers, artichokes, white asparagus.... All bathed in olive oil.



#### **VIRGINIA RECOMMENDS:**

*"If you like mushrooms don't miss El Cisne Azul, a modest Madrid restaurant with an enormous variety, of magnificent quality and at accessible prices."*

#### **ALONSO RECOMMENDS:**

*"An unmissable culinary event is the Cheese Fair, in Cuerres, Asturias. An authentic countryside picnic with a feast of cheeses you'll never forget."*



The experience, of course, must finish with a La Rioja-style meal, and which is served with a combination of local wines.

"We have more seats in the restaurant than there are people living in the town," says Carlos Echapresto, the maître, sommelier and the elder of the brothers. Only 24 people live in the town, seven of whom work at the restaurant. "We wanted to stay in our town and give something back to our land."

The Echapresto family has lived in this town, which is 20km from Logroño, since the 16th century.



SAN MIGUEL MARKET, MADRID

## THE SPANISH PANTRY

### A guided culinary tasting with wines in the Basque Culinary Center, in San Sebastián

The Basque Culinary Center Foundation was created in 2009 thanks to the University of Mondragón and Basque chefs Juan María Arzak, Pedro Subijana, Martín Berasategui, Andoni Luis Aduriz, Karlos Arguiñano, Eneko Atxa and Hilario Arbelaitz, as well as governmental agencies.

Made for Spain suggests a tasting in order to appreciate the best products of the Spanish pantry in this emblematic location. You will try three types of olives, four of Serrano ham, five special reserve wines, four different cheeses and two or three different types of olive oil.

## A DAY WITH CHEF RAMÓN FREIXA

### From the Market to the Kitchen

A unique and exclusive culinary experience with Ramón Freixa, one of Spain's most celebrated chefs and who has been awarded two Michelin stars. A culinary day out in which participants will learn how to select and buy the best produce, prepare them in a private cooking class and finally taste them at the table in the Ramón Freixa restaurant in Madrid.

We start the day leaving the Hotel Único Madrid for the San Miguel Market, a historical and monumental place that conserves its original early 20<sup>th</sup> century iron structure and which is located in the authentic and tourism center of Madrid, next to the popular Plaza Mayor. Accompanied by chef

Ramón Freixa, you will visit the stalls of this attractive market in search of the best quality fresh seasonal produce. You will also be able to taste some delicious oysters and typical tapas, and enjoy a glass of wine or champagne.

Back at the hotel, you will enjoy a private class of show cooking in the two-star Michelin restaurant, where chef Ramón Freixa will teach you how to prepare some of the exquisite creations with the ingredients bought at the market. And to finish off the day, nothing better than to sit down and enjoy an excellent menu.

And talking of markets, another stop is the San Antón Market, with a fun kitchen on the terrace.



RAMÓN FREIXA



## SHRIMPS IN GARLIC

“During a trip to New York in 2001 we were in the lobby of the twin towers with Teresa Barrenechea, the chef and owner of the Marichu restaurant in that city. She was there cooking Spanish recipes and offering dishes for passersby to try. I immediately joined her to cook prawns in garlic. It was an unforgettable moment.” —Virginia

### INGREDIENTS

¼ kilo of shrimps' tails, raw and peeled  
2 large garlic cloves  
2 chilies (I like them hot)  
Oil and salt

**PREPARATION:** in a frying pan or small ceramic casserole dish, heat the oil, fry the garlic and the whole chili, without browning. Add the shrimps

and salt. Continue to stir the shrimps until they cease to be transparent. Serve immediately.





## DENOMINATION OF ORIGIN: SPAIN

Cheeses, oils, rice, hams... the Peninsula has many products that are denomination of origin due to their quality, but wine is wine: Rioja, Ribera del Duero, Priorato, Toro, Rueda, Rías Bajas are names that are known worldwide for their quality and, why not? They are there to be tasted.

### **A VINEYARD, WINERIES AND AN ARISTOCRATIC OWNER**

**Visit the wineries of La Real Divisa finishing with a dinner with its owner**

The plan is to be a guest of the family of the Marquis of Legarda in their La Rioja winery, one of the oldest in Europe, with more than 700 years of history and which has been in the same family since its origins. Here the host is the owner himself and he will take you through the vineyards, the wineries and the palace, and who will invite you to taste the wines.

The Ábalos Palace belongs to the Ramírez de la Piscina family, whose coats of arms can be seen on the façade of the building. Prince Ramiro de Navarra, the founder of the family line, married Cristina Elvira, the daughter of Cid Campeador. Her first-born, García Ramírez, was crowned King of Navarra in 1134. Don Ramiro participated in the first crusade and entered Jerusalem via the Pool of Bethesda. This family therefore boasts two heraldic shields, one of which belongs to Ramiro de Navarra.

The palace and gardens are not open to the public, but we can organize a visit as we are close friends of the family. This palace is considered one of the most beautiful houses in Spain. In 1980, the Spanish government gave the Italian-style garden the distinction of a Monument of Historical Art.

### **UNDERSEA CELLAR**

In the Bay of Plencia, in Vizcaya, is the world's first Submarine Wine Aging Laboratory (LSEB). We can take you to enjoy a visit to this site, created to study the effects of wines matured underwater and to discover why bottles of wine found in sunken ships are not only better preserved than in a wine

### **OUR FAVORITE CELLARMASTERS**

#### **MARTÍN FERNÁNDEZ DE NAVARRETE**

In order to discover a winery in La Rioja region that is off the beaten path, at Made for Spain we have a friend of the family who is willing to share his winery with some fortunate guests: Martín Fernández. And this is not just any place, but was founded in the 12<sup>th</sup> century by Casa de Navarra.

#### **PRIORATO CARLOS PASTRANA**

Carlos Pastrana and his wife, Mariona Jarque, are pioneers in the production of modern red wines in the denomination-controlled Priorato. To visit them is a great opportunity to discover one of the great new wine-growing regions of Spain.

#### **RIBERA DEL DUERO GALO LÓPEZ CRISTÓBAL**

Santiago López and Lola Cristóbal, who were convinced that great wines could only be produced from quality grapes, founded the López Cristóbal winery. The winery received the title of Best Young Wine in Spain 2012, awarded by the Spanish government.



cellar, but they also gain flavor and quality.

Here, 45 feet under the sea, Chacolis and Riojas along with other wines from different denominations mature. Oenologists, vintners and marine biologists analyze the influence of the marine environment on the wines' maturing process.



The founder of the project will welcome you and will himself explain what takes place there. Depending on the climate and the sea conditions, you will be taken by boat into the fabulous bay to see the place where the experimental 'undersea cellar' is located. The visit ends with a tasting that will surprise you due to the extraordinary difference and quality of what you taste. This is a unique experience and an immersion in the future of the wine industry.

### **THE CITY OF THE BEST SOMMELIER**

Ferran Centelles will take you through the streets of his city to the beautiful Gothic church of Santa María del Mar. There he will offer you a glass of cava and prepare a wine tasting session for you, including typical Spanish dishes. You will visit one of the best-specialized and unconventional delicatessens. With a glass of wine in hand, try some of the best cheeses, cold meats, hams and

Spanish bread, as well as an unparalleled selection of sherries.

### **WHAT DOES PRIORATO TASTE LIKE?**

Priorato exploded like a meteorite recently with its potent red wines at excellent prices. However, this small region to the south of Catalonia has a long wine-producing history and many types of wines to offer interested visitors.

The Carthaginians introduced winemaking into the region in 1162 at the monastery of Escaladei, at the foot of the Montsant mountains. The monks planted grapes and improved their winemaking processes that have since then become very famous.

But it was not until 1980 that Carles Pastrana, René Barbier and Álvaro Palacios revolutionized the Priorato with the production of the first high-quality wines from the region.

On this excursion you will visit the Clos de l'Obac bodega and, during an informal

wine tasting, you will try the house wines. Carles, the owner of the winery, made his first wine, the Clos de l'Obac, in 1989. Although the official name of the winery is Costers del Siurana, it is mostly known for this strong wine, made with five varieties of grape from the region, some of which are grown on vines more than 50 years of age, of the Garnacha and Cariñena varieties.

To finish off, you'll enjoy a very special dinner in Carles' restaurant, the Cellars de Gratallops.

### **A SOMMELIER AND TWO EXCURSIONS**

Ferran Centelles (Associate Member of the International Wines and Spirits) was a sommelier for El Bulli for 13 years. He can boast of having received the Ruinart Award in 2006 for best sommelier in Spain, and the National Gastronomy Award in 2011 as co-proprietor of Outlook Wine — the oenology school of Barcelona – and the founder of Wineissocial, a social network revolving around wine.



We have the honor to offer our clients two guided tours by Ferran. The hard part will be choosing which one to take.

### **A DAY IN PENEDES**

Ferran will take us for breakfast to the Boquería market, in the heart of La Rambla. It's Barcelona's most famous market, open since 1836 and where you'll find the best products from the region and across the country.

After breakfast we will head to the region of Penedés, where exceptional quality wines have been produced for hundreds of years. This is also where another of the Catalanian beverages that is most famous outside Spain is produced: cava. And although the tradition of the wines of Penedés is centuries old, modernity has arrived to many of the wineries. The region features beautiful towns with medieval architecture, such as Sadurní d'Anoia or Vilafranca del Penedés.

Depending on your preferences, you can visit different wineries. The one belonging to Albet i Noya, known for their wines produced with high quality organic grapes, is one of them. This vineyard has a modernist winery built in 1925, while another, the Xapallà, was completed in 2004. The past, the present and the future of wine in Penedés could not have been explained in a better way.

Another option is to visit Celler Pardas, with its bodega and medieval mansion that had been in disuse since the Spanish Civil War. The house was restored in the year 2000 and since 2004 some of the most celebrated wines in the region are produced here.

Both of those visits end with spectacular food, 100% Catalanian, in the Cal Xim restaurant. How else?





DEL PRADO MUSEUM

## FAMILY TRIPS

The key to traveling with children is finding activities that include all age groups. Made for Spain offers activities in which even the youngest children will have fun while they learn about art, history and culture. Parents don't have to bring anything at all.

### EL TABLAO

#### Private Flamenco Class in Madrid

While you take a class, learn about and enjoy the fundamentals of flamenco and learn some of the basic steps.

El Tablao opened on May 25, 1957 and is, as a result, the oldest flamenco show restaurant in Madrid. With the aim of offering his clients the best, its owner Manuel del Rey hired top chefs from day one, as well as dancers and singers, such as Blanca del Rey, Antonio

Gades, Lucero Tena and Pastora Imperio.

Flamenco is a genuinely Spanish art that manifests itself in song, dance and guitar playing. Its origins are frequently attributed to the gypsies. Today we know that although they were an important part of its creation, the songs and folk dances of Andalusia were a determining factor in its origins. Other influences, either direct or indirect, have made it what it is today.

### VELÁZQUEZ TEACHES YOU TO PAINT

#### A Children's Workshop

Accompanied by a fine arts teacher, children can visit the Del Prado or Reina Sofía museums. They will see the painting of *Las Meninas*, an emblematic work by Velázquez, as well as works by Gaudí and Picasso. They will then be able to put their artistic and corporeal creativity into practice by creating their own work of art and take it home as a souvenir of their experience. The aim of the activity is that they understand the world of classical and contemporary art and they experience it with different techniques, such as drawing, painting, sculpture and photography.

### SEGÓBRIGA FOR ALL

#### A Guided Tour of the Ancient City

In the archaeological park of Segóbriga you will gain a panorama of the era of the Roman Empire: from the amphitheater to the city walls and gates, the forum and the baths. You'll also see the origins of the city from the hilltop where the Acropolis is located, where there was once a Celtic-Iberian fort, and you'll see the Necropolis and a Visigoth basilica.

Your hosts, archaeologists Dionisio Urbina and Catalina Uquijo, will explain the daily life of the Roman Empire as it was 2,000 years ago: from the political conflicts and religion to their free time and children's games, and will show you the most secret areas of the complex. The activities are designed so that children can learn as they play.

### THE ORDER OF SANTIAGO ROUTE

#### Houses of Luján and the Uclés Monastery

Your chauffeur can take you to this 16<sup>th</sup> century manor house, which belonged



SANTA CATALINA CASTLE, JAÉN

to the Order of Santiago. You can try the local cuisine – food and wine are included – while the children take a donkey ride or an excursion by bicycle, explore the forest or simply play in a completely safe environment and under the supervision of an instructor that will accompany them at all times.

The next stop is the Uclés Monastery, whose historical importance is due to the Order of Santiago in La Mancha, which chose it as the capital of its territory. The main attraction of this town is the monastery, built in the 16<sup>th</sup> century by Francisco de Mora, follower of Herrera. Also known as Escorial de La Mancha or the Little Escorial, the monastery was built around a harmonious square patio with two floors and has a magnificent underground cistern in the center. The surprising characteristic of the façade is its main door, of Churriguereque style, with a sculpture of Saint James (Santiago).

## TO WORK

### Art in Restoration

In Seville, hidden in an alleyway, there is a simple door, with no signs, which opens to welcome you to a home filled with artistic treasures. Jesús and Pablo, renowned art restorers, invite you into their house and studio to share with you their passion for their profession, and will reveal the techniques they use to save antique pieces and give them a new lease of life.

Far from the never-ending museum queues and huge tour groups, these restorers will show you, in total privacy, numerous works of art in the process of restoration. Depending on the day, you will be able to see pieces from the 'golden century,' Rococo mirrors, ivory crucifixes or Roman pottery that is more than 2,000 years old. They will show you how they clean away the dirt and dust from an old canvas to reveal the original painting in perfect



condition, or how to rebuild an ancient piece of Roman pottery. Discover how the splinters, breakages and scratches can be repaired and hidden as if they had never happened. They will even lend you liquids and the necessary tools so that you can repair a work yourself, in a relaxed, informal and family atmosphere, far removed from the strict museums.

Each visit is different because Jesús and Pablo are always working on different pieces. And if you have a passion for art, spending a morning with them will be a unique and unforgettable experience.

### THE COLOR OF GRANADA

#### Hand-painted Tiles

Granada is renowned for its tiles, with a tradition that dates back to the time of the Arabs. This class, held in the artist's studio on the flanks of La Alhambra, will allow you to fully express your creativity and the result will be a personalized souvenir of your visit. Your teacher, a local artist with many years of experience in Granada and London, will explain to you about the design you want to work on, whether it be of your own inspiration or inspired by one of the art books in the studio, and will help you to master the technique. At the end he will help you with the necessary finish so that it goes into the kiln the next day. This is a perfect activity for all levels of experience in the arts, and both adults and children can participate.

### GRANADA LEATHER

#### Leatherwork with a Local Artist

During the eight centuries of Al-Ándalus, leatherwork was one of the most important and most prestigious industries. Córdoba, the capital of

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Al-Ándalus, was the most famous leatherwork center. Córdoba leather, richly dyed and polished so that it would last a lifetime, was taken across the entire Mediterranean region and beyond. Granada, a very important capital city of the region for centuries, also developed a very fine leatherwork tradition, which unfortunately died out in the last century, but which has been revived by Munira, an American who has lived in Granada for many years.

Munira studied with one of the last skilled masters in the tradition and has been deeply involved in the study of ancient designs and calligraphy. This, added to the traditional tools, makes his work well placed within the Spanish tradition, and that is rich but in danger of

disappearing, and which represents centuries of tradition among Arabs and Christians alike.

Munira owns a shop that promotes a wide range of Granada handcraft styles, as well as his exquisite leatherwork. He will share with you his knowledge and passion for this beautiful craft in a fun three-hour class in which you will get to know the Arab techniques for working leather and simple techniques for stamping and decorating the surfaces, as well as receiving instructions on how to transfer designs and patterns onto leather and create relieves using a whole range of tools. With Munira's patience and expert advice you will create a small leather object, such as a phone wallet or a tablemat.

## BARCELONA BY BALLOON

### Fly over the Catalan Capital

Discover awe-inspiring panoramas and landscapes from the air as you fly over unique sights such as the Montseny national park region. Admire the Montserrat peaks,

all of Barcelona and the Mediterranean Sea. The private flight aboard a hot-air balloon will allow you to enjoy it in total intimacy, with family or friends, in a group of a maximum of eight people. The basket is large enough so that you are all seated comfortably and safely.

Before takeoff, you can help with flight preparation, from setting up the balloon to inflating it. When everything is ready you will fly for more than an hour. The wind will be the guide during your journey across the Catalan landscape. The support team will follow the balloon and collect you after landing, where you will celebrate with a glass of sparkling wine and a special and surprising brunch. The passengers will receive a first-flight certificate signed by the pilot.



## BOOK YOURS

Get the ideal weight, learn to eat healthier, detoxify our body, stop smoking, prevent cardiovascular disease, solve sleep problems, reduce and manage stress, improve our mental agility and productivity, reeducate our body posture, fight chronic fatigue and fibromyalgia, improve our appearance through the most pioneering noninvasive aesthetic treatments, slow the aging process, improve our dental image or solve fertility problems



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SANTIAGO DE COMPOSTELA CATHEDRAL

## THE SANTIAGO ROUTE

During the 9<sup>th</sup> century this road began to be trodden by Jacobean pious pilgrims. The Santiago Route is a passionate adventure and a different way of getting to know the north of the Iberian Peninsula and the origin of Spain as a nation. Old towns and cities, delicious food and the companionship of other pilgrims are the reward for this experience that one should undertake at least once in a lifetime.

*Walker, the road is your footprints,  
And nothing else:  
Walker, there is no road,  
The road is made by walking.*

*The road is made by walking,  
And when you turn to look back  
You can see the trail that  
Is not to be trodden again.*

*Walker, there is no road,  
But rather a trail in the sea.*

Antonio Machado

### **THE ROAD IS MADE BY WALKING**

The goal of the different itineraries of the Route is Santiago de Compostela Cathedral in Galicia, where the tomb of Saint James (Santiago) is located. The network of Jacobean paths was declared a World Heritage Site by UNESCO in 1993. Many people set off on the route with just a rucksack and basic equipment and walk in solitude or in small groups. After many miles, with aching feet and a tired back, upon arrival in Santiago everybody agrees: the effort was worthwhile.

The route passes through national parks with exceptional ecological resources, such as the Pyrenees; it passes along the bank of the Ebro River and its fertile orchards, and across the great plains of the Castilla y León region, with its wheat fields. It also climbs the mountains of Asturias, and finally the pilgrim arrives to the green meadows of Galicia, with its gentle hills and sea breezes. This landscape of great beauty is revealed to the walker as they continue toward the capital of Galicia.

The Spain of the Santiago Route is less well known than the center

### **ALONSO RECOMMENDS:**

“My best experience during the Route to Santiago is stopping to enjoy mushrooms at El Empalme restaurant in Rionegro del Puente. Mushrooms and only mushrooms are what are served: in soup, in puree, grilled, whole, chopped, or with egg... You sit down and order mushrooms, and when you have eaten mushrooms for hours you order coffee. That's it. Mushrooms and a good bottle of wine from nearby Toro. And then to the Parador de Puebla de Sanabria to sleep. A magnificent experience. Pure luxury in Castilla!”



and south of the country. The north surprises with its impressive landscapes and also for the vestiges left by history in old Gothic cathedrals, medieval bridges, Roman roads, monasteries, palaces and castles, mansions and beautiful examples of traditional farmhouses. As well as visiting all this rich historical heritage, the Route also gives you the opportunity to partake in the fiestas, folklore and cuisine of each of the regions that it passes through. The best thing about the walk is the tranquility and the depth with which you can enjoy the places you pass through.

Many contemporary pilgrims complete the route not because of religious devotion but for the spirituality manifested in the need to find out more about oneself, to find meaning of life and interior peace.

During the route, pilgrims never feel like strangers. Each day is an



opportunity to meet other pilgrims and enjoy the journey with them. You will enjoy unique moments with people of all ages, from different parts of the world, as you travel along the paths or roads.

### THE ROUTE TO SUIT YOU

Made for Spain offers a private trip adapted to your needs. It's not necessary to do it in a group and there are no fixed dates. In general, you walk between 15 and 20 km a day, from 7am until the sun gets hot around midday, in order to relax in the afternoon. During the pilgrimage, one gets used to living with the timetable of the sun.

#### From Sarria

Many pilgrims begin their journey in Sarria, a town in Lugo province in Galicia. From here you cover the

minimum distance in order to complete the pilgrimage and receive the official stamp of the Route (and with that receive religious indulgence): The journey takes about seven days, or a total of 115 km. We recommend you relax for at least one day during that week.

#### From León

Some people follow the Route from León and walk for about 17 days to Santiago. However, more experienced hikers can do it more quickly without taking too many days' rest. The program is always flexible, as anything can happen on the Route.

We can adapt the trip to the days necessary for each walker or group of pilgrims. Our flexibility is a great advantage. Made for Spain offers two ways of walking the Route:

A HISTORICAL STONE ON THE SANTIAGO ROUTE



THE ROUTE IS FULL OF ENDEARING CHARACTERS

**EASY WAY:** Walk until midday and reach a good hotel that we have reserved in advance. We organize everything so that your luggage reaches the hotel each day. We can also organize local transfers so that once you have finished your walk to your next hotel, even though the hotel is off the Route or in the next town, at a minimal extra cost.

**GRAND LUXURY WAY:** Walk until midday. Once you reach your destination, a chauffeur (available during the entire trip) awaits you in order to take you to a good hotel in the area. The next day the chauffeur will take you to the same point where you finished your walk the previous day and take your luggage to the next destination. This way also includes massages in the afternoons so that you are in perfect conditions to continue. You will also enjoy the knowledge of a private guide during the entire Route until you reach Santiago.

**TIP:** The best way to round off the experience is indulging yourself with a stay at the wonderful Parador de Santiago de Compostela.

### ALL ROADS LEAD TO SANTIAGO

The Route is really a network of old routes. There are various traditional alternatives, especially as you approach Santiago. There is the English route, along which the Christians came from the northern islands (they disembarked in what is now Ferrol). From Oviedo there are two routes: the northern and the primitive one. The latter is one of the most difficult and arduous, but it has its rewards. Perhaps the best time to walk the Route is in spring or late summer, to avoid the high temperatures (above all on the León Route) and the large numbers of tourists.







OMA FOREST, CORTÉZUBI

## SPAIN'S NATURAL SIDE

Steep mountains and awe-inspiring peaks, dense forests full of color, high waterfalls, long Mediterranean beaches and paths that circle little towns that tell the story of Spain. Made for Spain will take you to discover all the natural wealth of a territory to be discovered.

### **LIVING ART**

#### **A Visit to Oma Forest**

The little town of Cortézubi has a unique area: the Oma Forest, also known as the Animated Forest. It was created by Bilbao-born sculptor and artist Agustín Ibarrola in 1984. It is an enchanting forest that creates a new connection between nature and art. Ibarrola left traces of color on trees and stones with the intention of linking ancestral Paleontological art with land art, an artistic trend that works directly with nature, in which the natural landscape becomes a canvas upon which the artist can create their work.

Ibarrola spent time there painting the pine bark, knowing that his canvas was not inert like cloth. The figures are dispersed on thousands of colored pine trees and painted at different depths. The result is an enormous living painting that you can compose by playing with perspective as you walk. With each decision – taking one path or another – you will build a personalized work of art and discover a forest that exists in multiple forms.

### **THE MAGIC MOUNTAIN**

#### **A Morning in Montserrat**

Venture off on a hike and learn about the mountain of Montserrat, its Benedictine monastery and its importance in the history of Barcelona and Catalonia.

On the way your guide will share their knowledge of the geological characteristics of the mountain, the geography of the area and interesting historical information. When you reach the highest point of Montserrat, in San Jerónimo, at 3,400 feet above sea level, you will have a beautiful 360° panoramic view of the park.



#### **VIRGINIA RECOMMENDS:**

*“To enjoy nature and also the haute cuisine, visit the Costa Brava in northern Catalonia. Great towns, first-class restaurants and wonderful landscapes.”*



The hike is perfect for those with moderate physical resistance, taking into account that there are long sections with stone steps and some steep sections.

### **THE MALLORCAN MOUNTAIN RANGE**

#### **Picnic in Tramontana**

Your guide will come to meet you at the door of your hotel and take you to the Tramontana Sierra, the highest mountain chain and Mallorca's largest natural park, with great ecological value. The mountain range is about 90 km long and runs from Cabo de Formentor, in Pollença, to Sa Mola, in Andratx, with an average width of 15 km. It runs from southwest to northeast and receives an average 14 days of snowfall annually.

In the Tramontana Sierra you will find a magnificent sea and wonderful





SANTA MARÍA DE MONTSERRAT MONASTERY

TRAMONTANA SIERRA



mountain views. You will be guided by an expert in natural history who will share their knowledge of the area's flora and fauna, and you can choose between an easy walk along the coast to admire the sea views and the mountains, or a more complicated hiking route.

The coastline that borders the Sierra is sharp, with few coves and some steep cliffs. It is one of the most important Karstic areas of Mallorca, with a large amount of limestone eroded by the climate and the sea. This has produced deep waterfalls, such as the Torrente de Pareis, which is 600 feet high in an area known as Sa Fosca.

At the end of the walk, a picnic will be a great reward and a great opportunity to enjoy the island's best cuisine.



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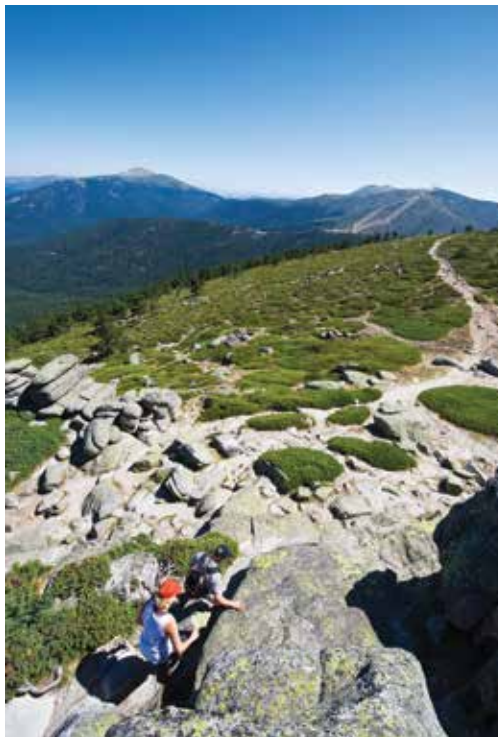


## IMMERSION IN NATURE

### Pájaros Lagoon in the Sierra of Madrid

Just outside Madrid a fun experience awaits: An excursion into the Sierra of Madrid, or the Sierra of Guadarrama, guided by Javier Velázquez, who is passionate about the area and has also explored remote areas in the Himalayas in Nepal.

You will be able to visit the beautiful route of the Pájaros Lagoon in the heart of the mountain range, without a doubt one of the best routes for hiking around Madrid. During the walk the stunning views of the area are the main draw. This is a privileged area and a natural wonder unknown by the majority of visitors to Spain, and even by many Spaniards.



PÁJAROS LAGOON



GATA-NÍJAR

### A FAVORITE TRIP IN ANDALUSIA

The Cabo de Gata-Níjar Natural Park is, without a doubt, an obligatory stop for nature-loving visitors, with its protected and exemplary ecosystem in terms of ecological balance. Its unique flora and fauna are the excuse to admire the memorable landscape, with its cliffs and sea views. The coastline stretches for more than 60 km along the Mediterranean littoral with dozens of perfect beaches where you can practice any kind of water sport. And as conservation is most important of all, there is a limit on the maximum number of visitors, which guarantees that your visit will not be crowded.



  
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TOLEDO SYNAGOGUE

## JEWISH SPAIN

Before it was unified under the kingdom of the Catholic kings, Spain was a multicultural region in which Jews, Arabs and Christians lived side by side. The Jews left their mark on many cities, and exploring those little-known vestiges is an unforgettable experience that will help you better understand Spain's present.

### JEWISH TOLEDO

One of the Spanish cities where the Jewish presence was significant is Toledo, and where you can still appreciate much of the history of the

neighborhood that the Jews lived in until they were expelled from Spain in 1492. The Tránsito Synagogue is one of the few that still remain of the many that were here. It was built by Samuel

ha-Leví, who was an important figure in politics during the reign of Pedro I. The synagogue dates from the 14<sup>th</sup> century and since 1971 houses the Sephardic Museum. The Arab influence is tangible in the architecture, a testament to the understanding and cooperation that prevailed between the two cultures in Spain for centuries.

### ON THE JEWISH TRAIL IN BARCELONA

Our guide, Dominique, an architect and a promoter of Jewish cultural heritage, will take you to the old Jewish cemetery in Montjuic (which means Hill of the Jews in old Catalan). This important excavation was declared a national monument in 2009. This is the place of most historical importance for the Jews in the Mediterranean. In 1995, as part of the celebrations of the 50<sup>th</sup> anniversary of the end of World War II, a monument in homage to the victims of the Holocaust was opened on the south side of the cemetery, the work of architect Leonard Glasser, a sculpture complex of 10 blocks of stone that represent 10 Nazi concentration camps.

The tour continues to the center of the city, where you will walk through the old Jewish quarter, which since the 12<sup>th</sup> century is known as El Call. Although almost all of the current buildings date from the 17<sup>th</sup> century onwards, the guide will explain the Jewish history of Barcelona. As in the rest of Spain, the vestiges of the Jews began to disappear after their expulsion. After that, converted Jews began mixing into society. But some traditions remained among those families.

### **VIRGINIA RECOMMENDS:**

In Barcelona's Jewish quarter there is a great wine shop and bookstore called Call, at Sant Honorat, 9-1, ground floor.  
T. +34 (93) 318 2897.



To round off the tour you will visit the remains of the medieval synagogue, which has been restored as a small museum by the Jewish association. You will then be invited to the Jewish Center that was opened by city hall in 2008.

### SUMMER SOLSTICE IN THE SYNAGOGUE OF WATER

The Synagogue of Water is unique among the many synagogues that existed in Úbeda (in Jaén province), and which is still preserved. This medieval construction was discovered by Fernando Crespo during construction work on five buildings on his land in the heart of the city. In the recently restored synagogue you can visit various rooms: the halls of witnesses, of the three cultures, a cellar or canteen, a kitchen, a women's gallery and, on the lowest level is perhaps the most interesting room, for the ritual bath or *mikve*.

The building was remodeled in 1876 and the plans from the era confirm the existence of a two-story building and another below street level. The Door of the Soul is perhaps the most noteworthy structure, through which the rabbi entered the synagogue (everybody else entered through a side door off the street). A local bricklayer and student of the era restored the entrance. The result is a marvelous piece of heavy stone and woodwork

with intricate carvings that represent the passage from the material to the spiritual world.

From June 21-24, between 8am and 9am, the Synagogue of Water offers a magical spectacle: the summer solstice. At that time, on the two longest days of the year, the sun's rays slowly rise through the door of lights of the synagogue and timidly penetrate a window and are projected on the water of the *mikve*, or ritual bath, like a symbol of purity and strength. It's an impressive and mystical experience, one of those that you only experience once in a lifetime, and which have an impact beyond that of faith.

Visitors will be treated to a breakfast featuring traditional Sephardic candies, made from figs, orange and lemon, nuts and honey, with no artificial preservatives.

This celebration is not exclusive to Jewish culture. The play of lights and shadows produced by the winter and summer solstices have been used



SYNAGOGUE OF WATER, ÚBEDA

in a multitude of rituals in antiquity, with similar symbolism. For the Jewish communities the *mikve* or ritual bath was of great importance. Men would bathe on Fridays or before festivities of great importance.



### JEWISH HERITAGE IN SEVILLE

The aim of this tour is not only to visit the key places in this city's Jewish past, but also discover all the traditions and cultural aspects that the Jews left in Seville. With your host, Moisés, you will visit the old Jewish neighborhood of Seville where this culture flourished for centuries until 1492. The tour continues to the Santa Cruz neighborhood, the San Nicolás church and its Hebrew heritage, and other former synagogues that were converted into Catholic churches after the Jews' expulsion. You will also visit the remains of the old Jewish cemetery.

To round off, nothing better than an aperitif and a good chat with your host.

# Hotel De las Letras

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"The alphabet is a bird's nest from which lots of word flocks come from"

Ramón Gómez de la Serna



anima hotels





GUGGENHEIM MUSEUM, BILBAO / ERIKA EDE ©GUGGENHEIM MUSEUM

# ART AND ARCHITECTURE

Every year thousands of tourists visit Spain with the dream of discovering its great museums and monuments, and which house some of the most important pieces in art history. But in order to enjoy them it is best to visit accompanied by an expert, and Made for Spain has the best guides and specialists to accompany you to museums.

## THE GREAT MASTERS

### It's Better with a Specialist

Pablo Álvarez de Toledo is a well-known Spanish painter and art teacher, a graduate of Yale with specialization in painting. He is also director of the Postgraduate Department of U-tad — the Madrid University Technology and Digital Art Center—. He will accompany you to the museums and his comments will center on some of the great Spanish masters: Velázquez, El Greco, Goya, Picasso or Miró.

The first stop takes you to the most modern, the Reina Sofía National Museum Center. Throughout the 20<sup>th</sup> century, Spain gave the world a huge amount of first-class artists. Some of their works can be seen here, such as Picasso's *Guernica* that, after its exile in New York's MoMA, has come back home. There are also works by Dalí, Miró and Juan Gris. To see them and hear about their stories from an expert will help you to understand their great artistic importance. Furthermore, the museum building, which was a hospital until the 18<sup>th</sup> century, was renovated recently and an extension was added, designed by French architect Jean Nouvel, winner of the 2008 Pritzker Prize, and which is a spectacular piece of work.

And the most classic is, without a doubt, the National Del Prado Museum. As part of a project to beautify the Paseo del Prado avenue, King Carlos III ordered the construction of the building that became the Royal Cabinet of Natural History. In 1819 it began to be used as an art gallery. Spanish architect Rafael Moneo was recently entrusted with its extension, adding



### VIRGINIA RECOMMENDS:

"The Reina Sofía Museum not just offers a great contemporary art collection, but also the extension by architect Jean Nouvel is really spectacular."



a new wing offering more exhibition space and a fabulous Gothic cloister that is a must-visit.

## BILBAO'S MOST FAMOUS BUILDING: THE GUGGENHEIM MUSEUM

### Behind Closed Doors and with an Expert Guide

We open the doors so that you can visit this museum in private. Designed by US-Canadian architect Frank Gehry, the Guggenheim Museum is the result of a collaboration between the city of Bilbao and the Guggenheim Foundation. The design and the distribution have been successfully incorporated into the city's development program, set in march in the 1980s. In fact, since opening, the museum has become an unmistakable symbol of the city, and thanks to it Bilbao has begun to figure on the radar of many travelers.

The work took almost four years to complete and the final result is a titanium and glass building that is spectacular. When it opened in 1997 the interior proved to be a paradoxical



LA ALHAMBRA, GRANADA

space, with high ceilings and open spaces that recalls cathedrals from past times and intimate spaces where the proportion of the whole work is lost.

Since opening, the museum has received on average one million visitors a year and has had an extraordinary impact on the Basque economy and society, by giving an impetus to tourism in the region and promoting the revitalization of many public and private spaces. Anybody interested in architecture or who simply wants to admire out-of-the-ordinary buildings will agree that the museum makes a visit to the city worthwhile.

And taking advantage of a trip to Bilbao, there is good architecture to be seen, with works by Zaha Hadid, Ricardo Legorreta and Norman Foster, as well as Santiago Calatrava's airport.

## **LA ALHAMBRA**

### **Granada's Jewel, On Foot and In Private**

La Alhambra is the most important Moorish civic building. All the refinement, wealth and delicacy of Islamic art and architecture reached their climax in the south of Spain in this unique building, which is a fortress, residence and a royal city all in one, and which extends to the gardens of the Generalife. Declared a World Heritage Site by UNESCO in 1984, it represents the rich and luxurious Muslim tradition based on splendid decoration, one of the most outstanding elements of the construction. The Generalife was the summer residence of the Nazari sultan Muhammad II, and his orchard supplied the palace. It also featured a recreation area for the royal family.

In the same complex is the Parador de Granada, a hotel in what was once a convent built by the Catholic kings on the foundations of a Nazari palace. Sleeping inside the Alhambra is a luxury that is hard to surpass.

## **THYSSEN-BORNEMISZA MUSEUM**

### **A Crowd-Free Palacio de Villahermosa**

How about discovering this important private collection of art behind closed doors? The plan includes a visit to the Thyssen in the company of an expert guide. The collection is especially interesting because it is rather like an intensive class in art history, with works from the 13<sup>th</sup> to the 20<sup>th</sup> centuries. With more than 1,000 works on display, this is the ideal museum for appreciating the most important eras in Western art; the Renaissance, Mannerism, Baroque, Rococo, Romanticism and the 19<sup>th</sup> and 20<sup>th</sup> centuries (including iconic works of Pop Art and photo realism). The collection has a little of everything, from impressionism and Fauvism to German expressionism and early 20<sup>th</sup> century avant-garde. Furthermore, this is another museum that was recently extended and which now has more space in which to boast its collection and host temporary exhibitions.

THYSSEN-BORNEMISZA MUSEUM



## **CHILLIDA-LEKU**

Chillida-Leku is the culmination of the artist's dream: To create a space in which his work can be exhibited permanently. It's an enormous garden where more than 40 works by the artist are located between trees and green hills. Although the museum closed its doors to the public a couple of years ago, Made for Spain will open them for you, with the help of the artist's son, and you will be able to enjoy this unique space that mixes nature and art in one place.

*"Here in the Basque country I feel like I am where I belong, like a tree that adapted to the earth, but with branches that reach the rest of the world."*

Eduardo Chillida





MADRID'S ICONIC GRAN VÍA AVENUE

## LIFESTYLE TOURS

Much of the magic of traveling is meeting people from that place, understanding how they enjoy their cities and imagining what it would be like to live there. After experiencing one of our lifestyle tours, you will have a much clearer idea of how people live in Spain. This is a tour focused on the present and not on history, and is about getting to know the authentic experience of Spaniards.

### **LIVE LIKE A MADRID RESIDENT**

This half-day tour includes a trip down the city center's old streets, a visit to a market steeped in tradition, such as La Paz or the San Miguel market, and possibly visiting an artisan's or artist's workshop.

You will also have the opportunity to walk through the capital's most chic streets and feel the glamour in the *atelier* of a fashion designer. During this tour there will be time to sample some Spanish cuisine and taste some delicious

canapés and wines, sitting on a terrace while you talk about local customs.

### **TO THE RHYTHM OF CASTILLA**

This tour can be undertaken as an excursion from Madrid or as an extra when heading toward La Rioja or the Basque country. Your guide will be a Madrid resident who has made the Ribera del Duero region their second home. She will introduce you to other residents and you will be able to get to experience local life.



PEÑAFIEL CASTLE AND PROTOS WINERY

You'll visit Peñafiel castle, typical of the Castilian region. Peñafiel is one of the prettiest towns in the region with a main square that is unique as it is also used as a bullring during the summer fair. The castle rises above the town and houses an interesting wine museum.

You will get to see the local species of sheep, on a visit to a local cheese maker, and where they will explain to you the characteristics of this beautiful species, their milk and how it is used to make the regional cheese.

You will also visit the López Cristóbal vineyards, whose wines have received praise from the public and been awarded several important prizes. Here it goes without saying that you will try some of the best wines. Your guide will take you to an impressive medieval wine cellar located in a private house (the owners of which are friends of Made for Spain, making this a unique opportunity).

And to eat, nothing better than a traditional lamb roast, while you talk about the style of life in a typical Castilian town. Later your guide will invite you for coffee and a digestive liquor in his own house (which is also

a historic wine cellar) in a nearby town, Pedrosa de Duero. As you'll see, this is one of the most privileged and unique tours you could request.

### **A DAY SHOPPING**

How about a day's shopping tour with a fashion designer?

Mencía González-Barros will be your host to take you on a tour of the best fashions in Madrid. In April 2011 she was named one of the world's best guides by *Travel + Leisure* magazine.

Mencía is renowned in the local fashion world for her boutique *Arquitectura Humana*, in which you'll find the latest fashion trends. She is also a designer and is therefore the ideal person with whom to discover the most elegant shops in the Salamanca neighborhood, and the younger and emerging boutiques in the Chueca neighborhood. A unique trip through Madrid's fashions.

SHOPPING IN THE SALAMANCA NEIGHBORHOOD





HOMENAJE AL TORO DE LIDIA, RONDA

# FIESTA, FIESTA, FIESTA

Visiting Spain is to go from celebration to celebration. From the fun wine fights to the running of the bulls to silent processions in which the people's spirituality is tangible. Each celebration is part of Spain's history and are without a doubt the most fun way of getting to know the country from the inside.

## **BULLS AND PARTIES**

### **Running of the Bulls in the Sanfermin Festival**

Attend the San Fermín fiesta, Spain's most emblematic celebration, and witness the spectacle of the running of the bulls from a privileged perspective: a private balcony where our guides will take you.

The annual celebration begins on July 6 with the "chupinazo," a firework

that is detonated at Pamplona city hall. At that moment, the party explodes among thousands of revelers who will not stop having fun until the close of the Sanfermin festival on July 14.

The history of the running of the bulls, in which the bulls are released into the streets of Pamplona, is not clear. There is evidence that it was celebrated in the 13<sup>th</sup> century, but in October, coinciding with the fiesta of

the patron saint, San Fermín, on October 10. Apparently the current celebration derives from that, along with the commercial fair and the bullfights, which date from the 14<sup>th</sup> century.

For many years the predominantly religious San Fermín festival was eclipsed by music, dance, bullfights and markets, until Pamplona city hall suggested that the date be moved to July 7 when the climate is much more appropriate for the event. The first running of the bulls is now held on that date.

Tourists' attraction for this fiesta also has a long history: there are records of the presence of foreigners in Pamplona in chronicles from the 17<sup>th</sup> and 18<sup>th</sup> centuries, in which reference is made of the concern of the clergy regarding "the abuse of drink and the permissiveness of young men and women." By then there was plenty of music, dancing, alcohol, street theater and running of the bulls, while the religious aspect had shifted to the background.

The current fame of the San Fermín festivities is due, however, to the descriptions of the running of the bulls in Pamplona by Ernest Hemingway in his 1926 novel *The Sun Also Rises*, which has brought thousands of people from around the world to the festival.

The running of the bulls take place from July 7-14 and start from Santo Domingo, where the bulls are kept, and end in the plaza where the bullfight takes place that same afternoon. The length of the run is 825 meters and takes around three minutes. The streets of the old town are lined with barriers so that the six bulls and herds of bullocks cannot escape.



### **VIRGINIA RECOMMENDS:**

"Buy chocolate and *churros* in the 100-year-old Churrería Mañueta to enjoy while you watch the running of the bulls from our balcony."



The tension can be felt as the moment of liberating the bulls approaches and at eight o'clock sharp a firework is lit to confirm that the gate of the corral has been opened in Santo Domingo. The runners, dressed in white with a red neckerchief around their necks, pray to San Fermín and a second explosion announces that the bulls have bolted, and men and animals begin the run.

First they run up Santo Domingo, cross Consistorial Plaza and continue down Mercaderes street. The most dangerous part of the run is a tight curve that leads into Estafeta street, the longest part of the route. Then there is the small section along Duque de Ahumada street, known as the Telefónica stretch. The last stretch is



also very dangerous, as the route heads down a dead-end alleyway that only leads into the bullring.

A third firework is ignited once the bulls have reached the square. The fourth and last blast means that the bulls are in the corral and the run is over.

## **EAT, SING AND DANCE IN SEVILLE**

### **A Day at the April Fair**

Visit the April Fair with a Spanish host who will open the doors for you to private pavilions where you can mix with Sevillian society and enjoy their company. A large area called Real de la Feria, located by the river, is filled with picturesque cabins and tented pavilions belonging to prominent Seville families, private companies or groups of friends. Others belong to clubs, firms or even political parties. In all of them, from around seven in the evening there is flamenco singing and dancing, and many men and most of the women wear their traditional costumes.

## **SEVILLE STROLLS**

### **The Holy Week Processions**

Visit Seville during Holy Week and, from a private balcony, watch the traditions of one of the most important events in the city and the most outstanding Easter parades in Spain. The procession is one of the most outstanding events during these dates, with representations in wood of the passion of Christ or images of the Virgin Mary portraying the pain at the torture and death of her son. Some of the sculptures are very old and are considered masterpieces, and they have a great deal of cultural and spiritual value among the city's Catholic population.

During these dates the city is full of

visitors who, together with the locals, are brought here for the spectacle and the atmosphere. It's particularly moving for the Catholic community.

The processions are organized by brotherhoods and religious guilds, whose members precede the procession – and there are three per procession – and they wear robes of penitence, while some of them wear hoods. Sometimes bands playing wind instruments accompany them and they follow a designated route from different churches and chapels toward the cathedral, before walking back again. Those who come from the outlying neighborhoods can take up to 14 hours to return to their parish church.

The pilgrimages run from Palm Sunday to Easter Sunday, with the highlight being the night of Holy Thursday, when the most populous processions head to the cathedral for dawn on Good Friday, a tradition known as *la Madrugá*.

Made for Spain will provide a seat for you to watch the processions from the best vantage point or, better still, a space on the Seville balcony.

## **AUSTERE CHARACTER**

### **Holy Week in Castilla y León**

There is a significant Holy Week celebration in Castilla y León, one of the highlights of the Catholic calendar. In general, the celebrations in each of its provinces stand out for their somber mood and an atmosphere that is very different from those in other Spanish regions.

This is one of the regions most visited by tourists, especially due to its distinction as a Fiesta of International Tourist Interest. Despite that, you can still see the celebrations close up



HOLY WEEK PROCESSIONS ARE HELD ACROSS SPAIN

without worrying about the crowds, as we can give you access to a private balcony, from which you can see the most spectacular processions, such as in Valladolid.

## **A PINK SEA WITH THE SCENT OF GRAPES**

**Wine Battle in Haro**  
The Wine Battle is a festival that takes place in Haro, in La Rioja region of northern Spain. A local guide will accompany you on this fun and unique experience, and which is very Spanish. The party takes place on June 29, as part of the festivities of San Pedro (Saint Peter). The activities begin at 7am with a procession in which people of all ages, dressed in white with a red neckerchief, carry jugs, bottles, leather bags and all kinds of containers filled

with red wine. Lead by a local official, who is on horseback, the procession heads for Riscos de Bilibio. After mass the battle commences, in which everybody is soaked in wine from head to foot and the scene becomes one of white shirts dyed pink. At midday everybody heads back to town and bullocks are let loose in the Plaza de la Paz.

## **THE VENERATION OF VERA CRUZ Cruz de Mayo in Granada**

In the religious sense, this festival is linked to the discovery of the Vera Cruz —the holy cross upon which Christ was supposedly crucified — by Helen of Constantinople, Saint Helen. However, traditions link the festival to pagan traditions brought to Spain by the Romans.

To celebrate, the people of Granada decorate the city with flowers. From the most ornate flower arrangements on balconies to monuments made from crosses, Granada offers many opportunities to take photographs during these festive dates and, while you're there, appreciate the natural beauty. Other important elements of the festivities are dances and typical cuisine that you can enjoy during the celebrations.

There are other places in Spain, such as Murcia, Málaga or Toledo, where festivities also take place on these dates, and Made for Spain can take you to enjoy them.

### **THE FISHERMEN'S ROUTE**

#### **Fiesta of Our Lady of Carmen**

Made for Spain will help you to enjoy in a unique way the festivities for Our Lady of Carmen, which is celebrated around Spain's coast.



The Virgin of Carmen is the patron saint of mariners and during the fiesta there are processions in the country's fishing towns.

In Chiclana de la Frontera, in Cádiz province, the fiesta is celebrated on July 16. The morning pilgrimage leaves from the chapel of Our Lady of Carmen and reaches Sancti Petri, and stands out for the boats that follow the route together with the image of the virgin, which dates from the 16<sup>th</sup> century. In the evening there is a second procession from the parish church of San Sebastián that stops at the convent of the Hermanas de la Cruz, one of the most important moments of the celebrations, where songs are sung and flower petals are thrown. As well as the processions, you will also see how the whole town is decorated, with the streets and houses bedecked with bunting and small shrines are set up by the faithful. You can follow the procession from a boat at sea, which is a very emotional experience.

### **THE CITY FROM THE INSIDE**

#### **Cordoba Patios Festival**

In the month of May you can attend the traditional patios competition in Córdoba, when the city's residents compete to have the most beautiful patio. As well as a big celebration, this is also a great opportunity to get to know city life, as you can enter people's houses and see how the people of Córdoba live.

A feast in San Basilio complements the fiesta, which was declared an Intangible World Heritage event by UNESCO in 2012. Close to the Belén tower, locals set up a bar and the bars and restaurants open their doors to visitors and all the neighbors join the party.

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PLAZA DE CASTILLA, MADRID

## CAMERA IN HAND

For those who are passionate about photography, Made for Spain offers guided tours to three of Spain's most photogenic cities. This is a different way of getting to know a place, as travelers will have the opportunity to analyze what they see much more deeply.

With our guides — professional photographers — you will have the advantage of learning a lot about this hobby. The teacher-guides will deal with themes such as composition, light and focus, among other technical aspects that will help you to better understand this art and to get the best out of your camera.

### FOCUS ON MADRID

Our chosen guide, Jaime Gros Irurita, is also a great photographer and was born and bred in Madrid. He is a contributor to magazines such as *Vanity Fair*, *Vogue* and *GQ*, and knows the city like the back of his hand.

You will gain invaluable insight into photographic techniques and a vision of the Spanish capital that would be hard to glean from a conventional tour.

### FOCUS ON GRANADA

Our guide is a resident of this magical city. Although born in England, he knows all the nooks and crannies of Granada after having photographed it for many years. He will share his knowledge gained through many years of experience and you will be able to visit not only well-known monuments and the most-visited areas of Granada, but also less obvious places that this mysterious city has in store for you.

GRANADA



GRAN VÍA, MADRID



AGBAR TOWER, BARCELONA

### BARCELONA PHOTOGRAPHIC SAFARI

It is difficult for Barcelona to not look good in photos. This beautiful city, with its maritime light, is the perfect model. But it's best to explore it in the company of our guide, an American photographer and writer who lives here with his Spanish wife and their daughters. He will share with you the technical secrets in order to take beautiful images of the city that he made his own years ago, while he shows you his personal version.

MADEforSPAIN®

## THINKING OF EVERYONE

**Made for Spain** collaborates with the Spanish Red Cross with the donation of funds for hospitalized children in Spain. The fundamental principals of the Spanish Red Cross are the same as the codes of conduct and ethics of the International Red Cross and Red Crescent. Its principles in all spheres and levels of action are Humanity, Impartiality, Neutrality, Independence, Voluntary Participation, Unity and Universality. By making a small donation during your visit to Spain you will help the children in our hospitals. We invite you to voluntarily donate to the Spanish Red Cross via Made for Spain.



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